100316 Orders Order / Rev: 06809956 Alt Order #:

Product Desc:

NRSC 2012

Estimate:

Flight Dates: Original Date / Rev: 10/31/12 - 11/06/12 04/13/12 / 07/03/12

Order Type:

GENERAL

Primary AE:

Sales Office: Sales Region: Amy McCreary

BLPHI

National

Agency

Name:

Strategic Media Services, Inc.

Buying Contact:

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

Cash

15%

00:15:00

Broadcast

Advertiser

Name:

Priority:

National Republican Senatorial Comm

Demographic:

A35 +

Product Codes:

PLI2,PLI1

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount 10/29/12 11/06/12

116 \$80,675.00

Net Amount \$68,573.75 **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	116	\$80,675.00	\$68,573.75	0.00
Totals	116	\$80,675.00	\$68,573.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$80,675.00
Market	100%	\$260,241.94

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	. 0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$80,675.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$44,241.13
KTUD	1%	\$2,602.42
KVVU	17%	\$44,241.13
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,807.26

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
_	≘ 1	KSNV	11/05/12	11/06/12	M-F 6-7a WakeUp	w/Wa@M	6-7a	MT	:30	4	\$700.001	0.00 NM	4	\$2,800.00
					M-F 6-7a WakeUp	w/Wagners								
	1	NEWS												
		<u>Star</u>	t Date I	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
•	We	eek: 11/0	05/12	11/11/12	MT	4	\$700.00	0.00						

Print Date: 07/03/12 15:31:47

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Order / Rev:

100316

316

Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809956

Product Desc:

NRSC 2012

KSNV

Flight Dates:

10/31/12 - 11/06/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	11/05/1	12 11/06/12	M-F 6-7a WakeU M-F 6-7a WakeU	-	6-7a	MT	:30	4	\$700.001	0.00 NM	4	\$2,800.00
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			M-F 6-7a WakeU	-	0 / u		.00	7	Ψ/ 00.00 1	O.OO INIVI	4	\$2,800.00
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			Today Show					Ū	φσσσ.σσ 1	0.00 14121	ď	ψυ,400.00
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<u>اد .</u> Week: 10	art <u>Date</u> /29/12	End Date 11/04/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$900.00	Rating 0.00						
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			Today Show						7000.00	0,00 1,111	•	ψο,σσσ.σσ
TODAY	r art Date	End Date	Mookdaya	Spots/Week	Dota	Detice						
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E 6 KSNV	11/05/1	12 11/06/12	M-F Today Show	II 3rd HBM	9-10a	MT	:30	4	\$425.001	0.00 NM	4	\$1,700.00
TODAY	,		M-F Today Show	· II								, .,
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11.		11/11/12	MT	4		0.00						
E 7 KSNV	10/31/1	12 11/02/12	M-F Today Show		9-10a	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
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	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		11/04/12	WTF	3		0.00						
E 8 KSNV	10/31/1	12 11/02/12	M-F Today Show	III 4th ISM	10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
TODAY	,		Today 4th Hour									
	art <u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
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	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
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Print Date: 07/03/12 15:31:47 Page 3 of 6

Order / Rev:

100316

Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809956

Product Desc: NRSC 2012

Flight Dates:

10/31/12 - 11/06/12

Estimate:

KSNV

No.00 No.0	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
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Start Date Find Date Weekdays Spots/Week Rate Selfing	E 14 KSNV	11/05/1	2 11/05/12	-	•	1230-1p	M	:30	1	\$325.001	0.00 NM	1	\$325.00
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Section Sect			End Data	Wookdova	Cnoto/Mode	Data	Dether						
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Print Date: 07/03/12 15:31:47 Page 4 of 6 100316 Order / Rev: Advertiser: National Republican Senatorial Committe

NRSC 2012

KSNV

Product Desc:

Flight Dates: 10/31/12 - 11/06/12 Estlmate:

06809956

Alt Order #:

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
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ı	NEWS		E-JB (0 (414)							
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ı	VEW\$			M-F Early News								
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We	<u>5tai</u> 9ek: 11/0	<u>rt Date</u> 05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00					
E 28	KSNV	10/31/1	2 11/02/12	M-F Jeopardy	CM	657-730p	WTF	:30 3	\$1,200.003	0.00 NM	3	\$3,600.00
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E 33	KSNV	10/31/1	2 11/02/12	The Tonight Show	v CM	1135p-1237a	aWTF	:30 3	\$450.003	0.00 NM	3	\$1,350.00
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	eek: 11/		11/11/12	M	1	\$450.00	0.00	.00 4	* 4 ***	0.00.1114		
E 30	KOINV	11/02/1	2 11/02/12	Fri PR 8-9p Friday Prime 8-9	CM pm	8-9pm	F	:30 1	\$1,900.003	0.00 NM	.1	\$1,900.00
	DLINE		P 15 1	-		.						
W	<u>51a</u> /eek: 10	<u>rt Date</u> 29/12	End Date 11/04/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$1,900.00	Rating 0.00					
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Print Date: 07/03/12 15:31:47 Page 5 of 6

Order / Rev:

100316

Advertiser:

∝National Republican Senatorial Committ∈

Alt Order #:

06809956

Product Desc:

NRSC 2012

Flight Dates:

10/31/12 - 11/06/12

Estimate:

KSNV

Lm	Ch	Ctort	End	lm comto m . Condo	D l.	04-4817	D			D (D)	D		
Ln	OII	Start	⊏iiu	Inventory Code Saturday Today	ыеак	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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9	SAT TO												
۱۸/۵	<u>Sta</u> ek: 10/	rt Date	End Date	<u>Weekdays</u> S-	Spots/Week	Rate	Rating						
-			11/04/12 2 11/03/12	News 3 Today - S	ATHERM	\$600.00 9am-930am	0.00 S-	:30		PEOO 004	0.00 NB4	,	# 500.00
L 30	KOKY	1 1/03/1	2 11103/12	News 3 Today - 3		34111-9304111	2-	.30	1	\$500.001	0.00 NM	1	\$500.00
1	NEWS			•									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 10/		11/04/12	S-	1	\$500.00	0.00			<u> </u>			
€ 39	VOIAA	10/31/1	2 11/02/12	Face to Face w/ I		630-657pm	WTF	:30	2	\$900.001	0.00 NM	2	\$1,800.00
F	FACE			1 400 10 1 400 14	0.114131311								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 10/		11/04/12	WTF	2	\$900.00	0.00						
E 40	KSNV	10/31/1	2 11/02/12	Wake Up Early w	-	430a-5a	WT	:30	1	\$200.001	0.00 NM	1	\$200.00
E	EARLY			Wake Up Early V	vagners								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 10/		11/04/12	WT	1	\$200.00	0.00						
E 41	KSNV	11/03/1	2 11/03/12	Weekend Jeopar	•	657-8pm	S-	:30	1	\$325.003	0.00 NM	1	\$325.00
1	WH/JE	5		WKND Jeop/Wh	eel								
. "		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/		11/04/12	S-	1	\$325.00	0.00						
E 42	KSNV	11/03/1	2 11/03/12	Sat PR 10-11p	CM	10-11pm	S-	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
				Saturday Prime	10-11pm								,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	SVU	rt Data	Fuel Date	14/	On ata //6/a ala	D-4-	D-11						
We	<u>اة د</u> /eek: 10	<u>rt Date</u> 29/12	End Date 11/04/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
			2 11/03/12	Sa-Su News 3 at	ElevenCM	11pm-1135p		:30	1	\$1,000,003	0.00 NM	1	\$1,000.00
				Sa-Su News 3 at					·	4 .1000.000	0.00 / 1111	,	Ψ1,000.00
1	NEWS												
10/6	<u>Sta</u> eek: 10/	rt Date	End Date 11/04/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$1,000.00	Rating						
			2 11/03/12	Saturday Night L			0.00 2amS-	:30	1	\$1,400.001	0.00 NM	1	¢1 400 00
	,,,,,,,	1110011	2 11/00/12	Saturday Night L		1100pin-1.0	zam 5	.50	'	Ψ1,400.001	0.00 14141	'	\$1,400.00
5	SNL		•										
147		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				·		•
	eek: 10/		11/04/12	S-	1	\$1,400.00	0.00				0.00.1114		
E 43	KONA	11/04/1	2 11/04/12	News 3 Sunrise - News 3 Sunrise		6a-7a	S	:30	1	\$350.003	0.00 NM	1	\$350.00
1	NEWS			ricwo o odinisc	OUNDAT								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
L	eek: 10/		11/04/12	S	1	\$350.00	0.00						
E 46	KSNV	11/04/1	2 11/04/12	Sunday Today Sunday Today	СМ	7a-8am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
	SUN TO	DDAY		Sullday Today									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				. •		
We	eek: 10/	29/12	11/04/12	S	1	\$500.00	0.00						
E 47	KSNV	11/04/1	2 11/04/12		CM	8a-9am	S	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
	MTP			Meet the Press									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	eek: 10/		11/04/12	S		\$1,300.00	0.00						
E 48	KSNV	11/04/1	2 11/04/12	News 3 Today W		9a-930am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
	NIENA			News 3 Today									
	NEWS Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Doto	Datina						
We	<u>عاد</u> eek: 10/		11/04/12	S	<u>орогалучеек</u> 1	<u>Rate</u> \$500.00	<u>Rating</u> 0.00						
			2 11/04/12		CM	9:30a-10a	S	:30	1	\$500.001	0.00 NM	1	\$500.00
										,			¥ 1 • •

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Order / Rev:

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Advertiser:

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Alt Order #:

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NRSC 2012

KSNV

Flight Dates:

10/31/12 - 11/06/12

Estimate:

Product Desc:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Chris Matthews 9:30AM S Chris Matthews SUN 9:30am **CHRIS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----S \$500.00 0.00 E 50 KSNV 11/04/12 11/04/12 NFL Football СМ 1P-9PM ----S :30 1 \$6,500.003 0.00 NM \$6,500.00 NFL Football SNF Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating 11/04/12 ----S Week: 10/29/12 1 \$6,500.00 0.00 E 51 KSNV 11/04/12 11/04/12 News 3 Live in Prime CM 7-10pm ----S :30 1 \$1,100.003 0.00 NM \$1,100.00 News 3 in Prime **NEWS AFTER GAME** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----S 1 \$1,100.00 0.00 E 52 KSNV 11/04/12 11/04/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 1 \$1,000.003 0.00 NM \$1,000.00 Sa-Su News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----5 1 \$1,000.00 0.00 Totals 116 \$80,675.00